

## Briefing and Networking Reception

Expanding into Europe's Lead Economy

**Be Part of the Success in Bavaria, Germany!**

*Expert briefing and case studies on  
support programs, financing and setting up a business.*

**Tuesday, May 17, 2011**

6:30 - 7:00 pm : Bavarian refreshments and networking  
7:00 - 8:30 pm : Briefing followed by networking  
Speakers from : Bavarian U.S. Offices for Economic Development  
BayernLB, Bavarian Commercial Bank  
Noerr LLP

Location : BMW Showroom, 67 Wall Street, New York, NY

Limited space only - kindly RSVP by 5/12/11 via email to [newyork@bavaria.org](mailto:newyork@bavaria.org)  
For more information please contact Bavarian U.S. Offices for Economic Development, LLC at (212) 317-0588



**Noerr**  **BayernLB**



U.S. Office for Economic Development, LLC, 67 Wall Street, New York, NY 10038, Tel: (212) 317-0588, Fax: (212) 317-0589, Email: [newyork@bavaria.org](mailto:newyork@bavaria.org)

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**January 1 – June 30, 2011**

1.	January 04	Invitation to Photonics West 2011, Business Breakfast, S.F. (e-mail)
2.	May 17	Newsletter "Business Bavaria" Issue 3, 2011(e-mail)
3.	March 22	Announcement of planned visit to Web 2.0 Expo Booths (e-mail)
4.	March 23	Flyer "Mobile Communications in Bavaria" for CTIA, Orlando FL
5.	April 21	Newsletter "Business Bavaria" Issue 4, 2011 (e-mail)
6.	May 10	Newsletter "Business Bavaria" Issue 5, 2011 (email)
7.	May 12	Invitation to European Networking Event, Austin TX (email)
8.	May 25	Invitation GABA Luncheon: Manage Challenges of Expand. your Bus. To Europe S.F.
9.	June 15	Newsletter "Business Bavaria" Issue 6, 2011 (e-mail)
10	June 21	Invitation to visit our booth at BIO Int'l Conv., Washington, D.C. (e-mail)

**Dorothea Moch**

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**From:** San Francisco [sanfrancisco@bavaria.org]  
**Sent:** Tuesday, January 04, 2011 4:04 PM  
**Subject:** Business Breakfast and Networking at Photonics-West 2011  
**Attachments:** Invitation Photonics West 2011 Business Breakfast.pdf

The Bavarian U.S. Office for Economic Development cordially invites you to our traditional **Business Breakfast and Networking** on the occasion of Photonics West 2011.

**When: January 27, 2011 from 8.00 AM – 10.00 AM**  
**Where: St. Regis Hotel, San Francisco** (5 minutes from Moscone Center)

For details please see the attached invitation or contact our office.

The event is free of charge but RSVP is necessary until **January 21, 2011**.

Best Regards,

**Dr. Lucie E. Merkle**  
Executive Director

**Bavarian U.S. Offices for Economic Development, LLC**  
**West Coast Division**  
388 Market Street, Suite 1050, San Francisco, CA 94111, USA  
Tel: +1 (415) 362-1001, Fax: +1 (415) 362-1030  
Email: [team1@bavaria.org](mailto:team1@bavaria.org)  
Websites: [www.bavaria-westcoast.com](http://www.bavaria-westcoast.com) / [www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

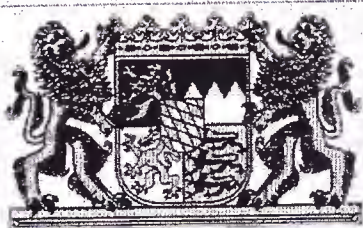
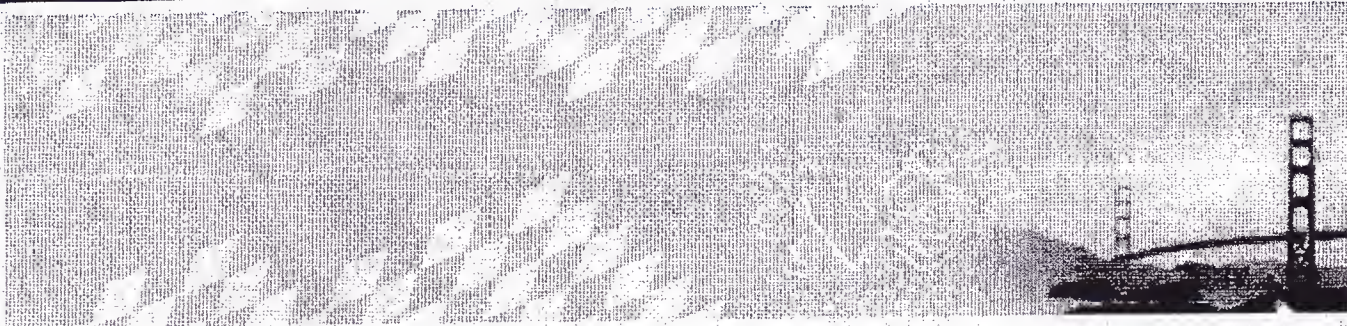
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[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

On the occasion of Photonics West 2011 in San Francisco you are  
cordially invited to a

**Business Breakfast and Networking**

focusing

***"High Tech Made in Bavaria: Photonics and  
Laser Technology"***

with presentations by

**Stefan Roth, CEO**

blz - Bavarian Laser Centre, Erlangen, Germany

**Mario Ledig, CEO**

Qioptiq GmbH & Co. KG, Munich, Germany

**Lucie E. Merkle, Executive Director**

Bavarian U.S. Offices for Economic Development, LLC  
West Coast Division, San Francisco

**Thursday, January 27<sup>th</sup>, 2011**

**8.00 am – 10.00 am**

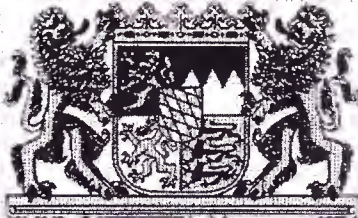
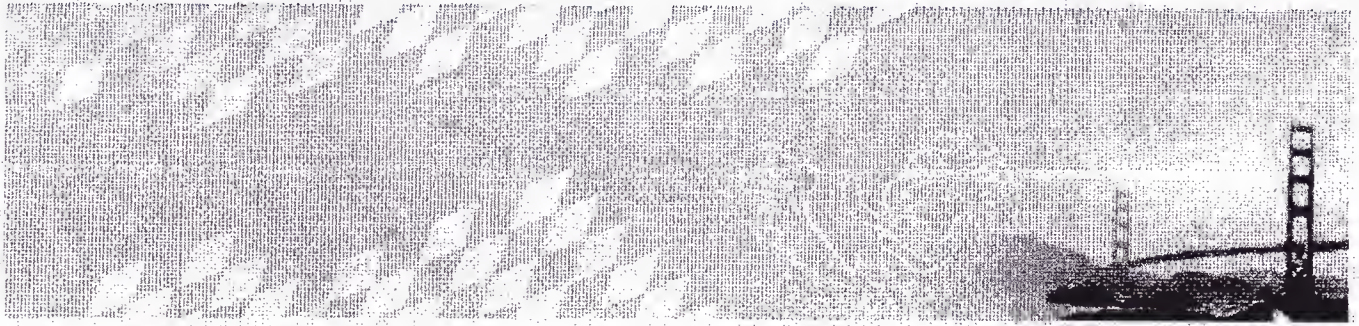
**St. Regis Hotel, San Francisco**

125 Third Street

Room: Collections II

The Bavarian U.S. Office for Economic Development in cooperation with the Bavarian photonics network "Bayern Photonics" invites experts, executives and multipliers to this unique networking opportunity. Speakers will showcase the photonics industry in the German State of Bavaria, reflect on science and research in the field of laser technology and discuss the numerous applications of optical technologies. Representatives of companies planning to locate or expand their business in Europe are especially encouraged to attend.





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**bayern photonics**

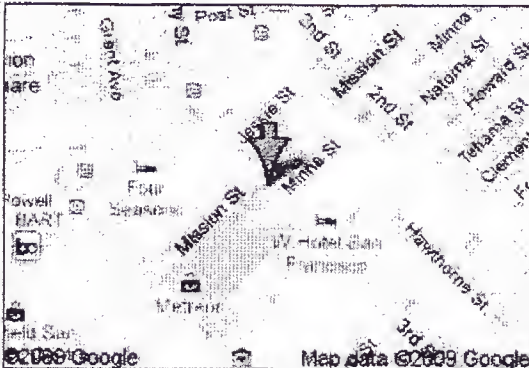
Optische Technologien

**Bavarian U.S. Offices for  
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(West Coast Division)  
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[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

*Directions:*

**St. Regis Hotel**  
125 3rd Street  
San Francisco, CA 94103  
Room: Collections II

(5 minutes from the Moscone Convention Center)



Please **RSVP** by January, 21<sup>st</sup>, 2011

Phone: +1 (415) 362 - 1001  
Email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

We are looking forward to welcome you,

The Bavarian U.S. Offices Team

This material is circulated by the Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology Office for Economic Development on behalf of the State of Bavaria, Federal Republic of Germany. Additional information is on file with the Department of Justice, Washington, D.C.

**Dorothea Moch**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, March 17, 2011 3:20 PM  
**To:** team1@bavaria.org  
**Subject:** Your email Business Bavaria: March 2011 has been sent

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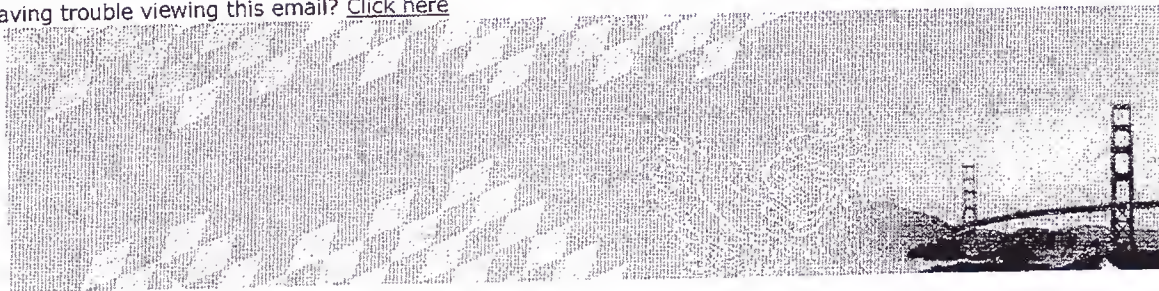
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**Bavarian U.S. Offices  
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West Coast Division**

**March 17, 2011**

**Newsletter March 2011**

Dear friends and colleagues,

Please find attached our most recent newsletter



## "Business Bavaria"

This issue provides you with information and news about Bavaria's economy and business sectors, news on scientific research and groundbreaking developments, as well as tourist information.

To download this issue on our homepage please [click here](#).

If you would like specific information on Bavaria or have any questions, please don't hesitate to contact us.

We hope you enjoy reading "Business Bavaria".

Best regards,

Your Bavarian U.S. Offices Team

***Bavarian U.S. Offices for Economic Development, LLC  
West Coast Division***

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San Francisco, California 94111  
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***Bavarian U.S. Offices  
for Economic Development, LLC  
West Coast Division***

**March 22, 2011**

**Web 2.0 Expo in San Francisco  
March 28-31, 2011**

To whom it may concern:

The Bavarian U.S. Offices for Economic Development, LLC, based in San Francisco is your partner for overseas business development. We offer cost free location services,



information on the business location, establish contacts with key partners and inform about financing and incentive packages in Bavaria, Germany.

We would like to take the chance to briefly introduce ourselves personally and visit your booth at the Web 2.0 Expo 2011 in San Francisco.

The German State of Bavaria's IT sector is one of the largest and most diverse in the world. Including both world-spanning technology giants and a wealth of locally-active specialized 'hotshops', the sector's 20,000 companies create, manufacture and deploy products and services. Longstanding members of this sector include Microsoft, Intel, Oracle, IBM, Adobe, Brainloop, Alcatel-Lucent, Nokia, Siemens Networks, Texas Instruments, NTT DoCoMo, Sun, Tata, Infor and many others. Many of these companies have set up in Bavaria their German and Europe Headquarters and their R&D centers. The newest centers include those recently commissioned in Munich by Google (developing web applications) and Olympus.

It would be a pleasure meeting you. If you like to schedule an appointment please contact our San Francisco office (Tel: 1.415.362.1001, email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)).

Best Regards,

Your Bavarian U.S. Offices Team

***Bavarian U.S. Offices for Economic Development, LLC  
West Coast Division***

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# Mobile Communications in Bavaria

## 1. Network Operators / Operations

- ✓ **Telefonica Deutschland (O2),**  
Germany's 3rd largest operator, is based in Munich.
- ✓ **T-Mobile and Vodafone,**  
two top operators, have major R&D and test facilities in Bavaria.
- ✓ Bavaria is key region for roll-out of **LTE coverage** in Germany and Europe (first test sites in operation since August 2010; rural coverage to be stepped up markedly in 2011).

→ Brochure at  
CTLA 2011

## 2. Key Suppliers

- ✓ **Nokia Siemens Networks**  
is headquartered in Munich.
- ✓ **LT Ericsson**  
The joint venture company ST-Ericsson develops prototypes and platform technologies for mobile devices in Nuremberg. SonyEricsson, a joint venture of the Sony Corporation and LM Ericsson for mobile devices, is present in Munich and Duesseldorf.
- ✓ **Alcatel-Lucent**  
Two major operational centres in Bavaria, in Nuremberg and Munich (including Genesys Telecommunications Laboratories University in Munich).

Hard 23

## 3. Semiconductors

- ✓ **Intel**  
acquired Infineon Technologies' mobile semiconductor business in late 2010 and is running its global mobile chips business from Munich.
- ✓ **Texas Instruments**  
TI's European HQ is located just north of Munich including one of its key chip foundries worldwide, in whose expansion TI invested more than € 1 billion as recently as 2009. TI, Italy's Azcom and Nash Technologies, based in Bavaria's 2<sup>nd</sup> biggest city Nuremberg, jointly presented the world's first 32-user femtocell in June 2010.
- ✓ **TriQuint Semiconductor**  
operates a major design facility in Munich since the early 2000s, which is the group's development centre for all mobile devices.



# Mobile Communications in Bavaria

## 4. *Other Majors*

### ✓ **Microsoft**

Main European operation in Bavaria; former head of Microsoft Germany (Achim Berg) now head of Microsoft's global mobile business.

### ✓ **Google**

Development centre in Munich; advertising unit AdMob has German unit based in Munich.

### ✓ **Oracle Cisco**

has his German HQ in Munich.

## 5. *Domestic / Native Champions*

### ✓ **Giesecke & Devrient**

Global leader in SIM card development and production and associated products and services.

### ✓ **Kathrei**

World's largest manufacturer of antenna and RFID systems.

### ✓ **Fraunhofer IIS**

World leader in application centred R&D including wireless communication systems.

### ✓ **Rohde & Schwarz**

World leader in manufacturing and development of test and measurement equipment and transmission systems.

## 6. *New companies*

Bavaria is a hotbed for new innovative companies in the mobile communications sector. Centres of expertise cover areas such as: security solutions, mobile advertising and marketing (including CRM), femtocell development; location-based services and navigation.

## 7. *General Points*

- ✓ Bavaria has impressive corporate population, both national and international champions, in mobile sector, providing ample scope for market / business opportunities, partnerships etc.
- ✓ Underpinned by top R&D and university facilities (TUM, LMU, Erlange-Nürnberg, Fraunhofer institutes) etc, that provide collaborative scope and are also a source of top quality personnel.
- ✓ Bavaria will be one of the main centres in Europe for the roll-out of 4G (LTE) network infrastructure and services because spectrum auction in Germany stipulated that rural areas without fixed broadband connectivity have to be given priority in network build-up.
- ✓ Location-based and navigation services will benefit from European Galileo project, which is coordinated from Oberpfaffenhofen; cluster network of companies and application developers already in the making.



**Dorothea Moch**

**From:** Constant Contact [support@constantcontact.com]  
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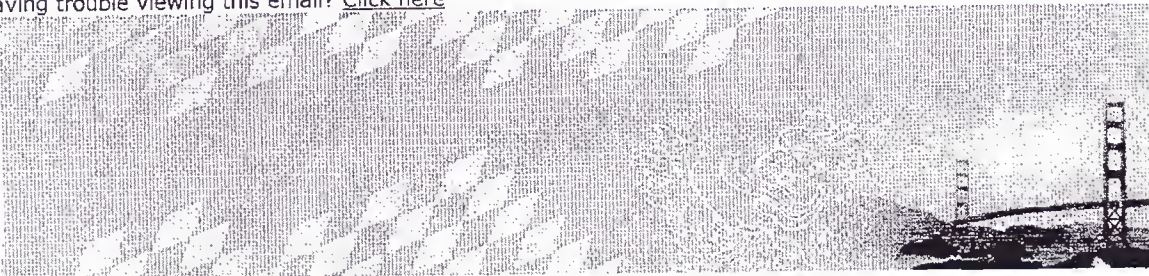
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**April 21, 2011**

**Newsletter April 2011**

Dear friends and colleagues,

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**"Business Bavaria"**

This issue provides you with information and news about Bavaria's economy and business sectors, news on scientific research and groundbreaking developments, as well as tourist information.

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If you would like specific information on Bavaria or have any questions, please don't hesitate to contact us.

We hope you enjoy reading "Business Bavaria".

Best regards,

Your Bavarian U.S. Offices Team

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West Coast Division***

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**Dorothea Moch**

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**Sent:** Tuesday, May 10, 2011 10:02 AM  
**To:** team1@bavaria.org  
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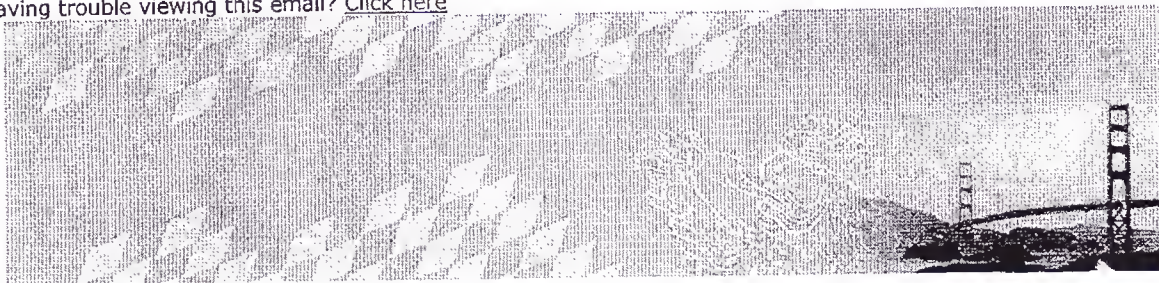
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**Bavarian U.S. Offices  
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West Coast Division**

**May 9, 2011**

**Newsletter May 2011**

Dear friends and colleagues,



Our most recent newsletter

**"Business Bavaria"**

is now available for download on our homepage, please [click here](#).

This issue provides you with information and news about Bavaria's economy and business sectors, news on scientific research and groundbreaking developments, as well as tourist information.

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Your Bavarian U.S. Offices Team

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388 Market Street, Suite 1050

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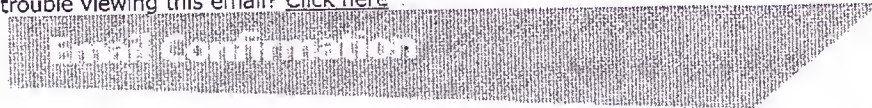
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7.

**Dorothea Moch**

**From:** Constant Contact [support@constantcontact.com]  
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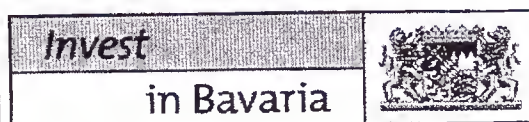
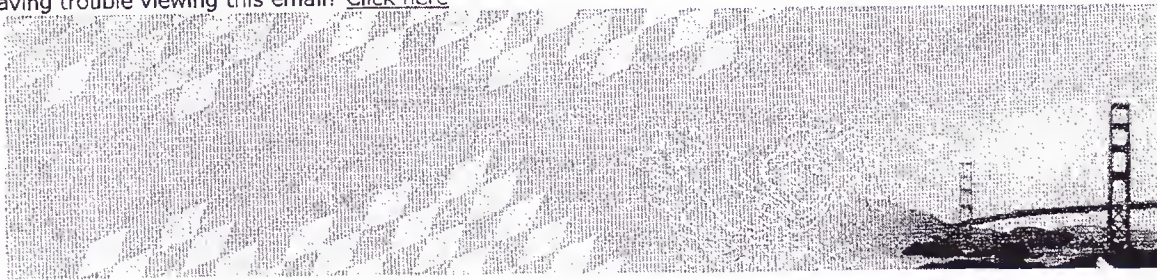
Dear Dorothea Moch,

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**Bavarian U.S. Offices  
for Economic Development, LLC  
West Coast Division**

**May 12, 2011**

**JOIN US at SCHOLZ GARTEN on MAY 17th, at 5.30 pm**

Join the Bavarian U.S. Offices for Economic Development LLC and our German partners to discuss your European expansion plans and network over a cold beer and appetizers at Scholz Garten in Austin on May 17, 2011, from 5.30 pm until 7.30 pm.

The Bavarian U.S. Offices for Economic Development LLC, based in San Francisco is your partner for overseas business development. We offer cost free location services, information on the business location, establish contacts with key partners and inform about financing and incentive packages in Bavaria, Germany.

Please [click here](#) to download the invitation.

If you have any questions or concerns, please do not hesitate to contact us.

We are looking forward to meet you in Austin.

Best regards,

Your Bavarian U.S. Offices Team

***Bavarian U.S. Offices for Economic Development, LLC  
West Coast Division***

388 Market Street, Suite 1050  
San Francisco, California 94111

Phone: +1 (415) 362-1001

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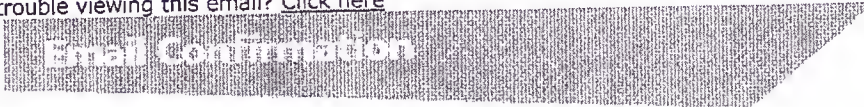


18

**Dorothea Moch**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, May 25, 2011 1:04 PM  
**To:** team1@bavaria.org  
**Subject:** Your email invitation: Managing Challenges of Expanding your Business to Europe has been sent

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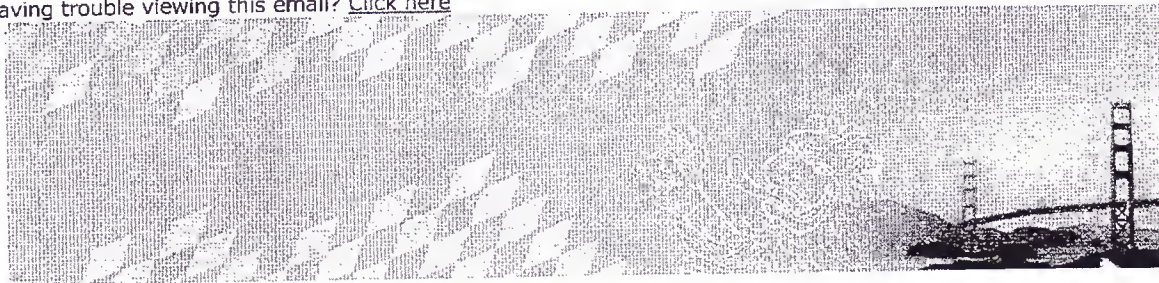
Dear Dorothea Moch,

Your email, named Invitation Lucheon (GABA) June 16, 2011, was sent on 05/25/2011 around 4:04 PM EDT.

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**Subject: Invitation: Managing Challenges of Expanding your Business to Europe**

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West Coast Division*



**BridgehouseTax**

Atlanta • Cologne • Munich

**GABA**  
California  
German American  
Business Association

May 25, 2011

**Invitation: Managing Challenges of Expanding your Business to Europe**

Dear friends and colleagues,

the Bavarian U.S. Offices for Economic Development in cooperation with Bridgehouse Tax and GABA cordially invite you to attend our lunch seminar

**"Managing Challenges of Expanding your Business to Europe"**

which will help you expanding your business in Europe and Germany and strengthen overseas business relationships.

**When:**

Thursday, June 16<sup>th</sup>, 2011

11.30 am - 2.00 pm

**Agenda:**

11:30 AM - 12.00 PM	Registration and Networking
12.00 PM - 01.30 PM	<u>Program and discussion</u>
01.30 PM - 02.00 PM	Networking

**Location:**

Four Embarcadero Center

Conference Hall

San Francisco, CA 94111

**Cost:**

Free for GABA members

Free with promotion code: VIP

**Register now!**

or RSVP to:

**[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)**

For more information please visit:

<http://www.gaba-network.org>

Your Bavarian U.S. Offices Team

***Bavarian U.S. Offices for Economic Development, LLC***

***West Coast Division***

388 Market Street, Suite 1050  
San Francisco, California 94111

Phone: +1 (415) 362-1001

Fax: +1 (415) 362-1030


[sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)

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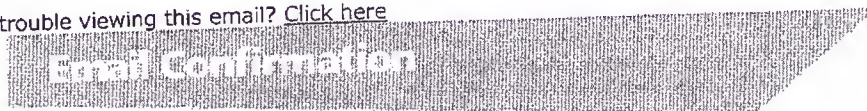


(9)

**Dorothea Moch**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, June 15, 2011 3:25 PM  
**To:** team1@bavaria.org  
**Subject:** Your email Business Bavaria: June 2011 has been sent

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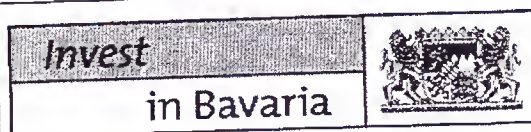
Dear Dorothea Moch,

Your email, named Newsletter June 2011, was sent on 06/15/2011 around 6:25 PM EDT.

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**Subject: Business Bavaria: June 2011**

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**Bavarian U.S. Offices  
for Economic Development, LLC  
West Coast Division**

**June 15, 2011**

**Newsletter June 2011**

Dear friends and colleagues,

Our most recent newsletter

**"Business Bavaria"**

is now available for download on our homepage, please [click here](#).

This issue provides you with information and news about Bavaria's economy and business sectors, news on scientific research and groundbreaking developments, as well as tourist information.

If you would like specific information on Bavaria or have any questions, please don't hesitate to contact us.

We hope you enjoy reading "Business Bavaria".

Best regards,

Your Bavarian U.S. Offices Team

***Bavarian U.S. Offices for Economic Development, LLC  
West Coast Division***

388 Market Street, Suite 1050  
San Francisco, California 94111

Phone: +1 (415) 362-1001

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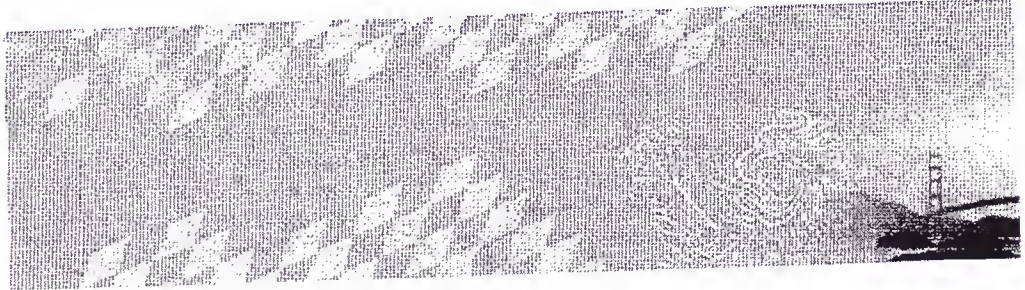


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(10)

**Dorothea Moch**

**From:** Dorothea Moch [team1@bavaria.org]  
**Sent:** Tuesday, June 21, 2011 3:12 PM  
**To:** 'biocatalysis@uiowa.edu'  
**Subject:** BIO International Convention, Washington DC



**Bavarian U.S. Offices  
for Economic Development, LLC  
West Coast Division**

June 21, 2011

**BIO International Convention  
June 27-30, 2011, Walter E. Washington Convention Center  
Washington, DC**

Dear exhibitor:

The Bavarian U.S. Office for Economic Development, LLC, based in San Francisco is your partner for overseas business development. In cooperation with Invest in Bavaria in Munich, our international team offers cost free and confidential assistance with setting up a new business or expanding your present facilities in Bavaria. We provide information, help in finding a location and arrange contacts with government agencies as well as key partners and industry networks.

**Please visit us in Hall B, Booth 2323 (Germany Pavilion).**

Bavaria's life sciences community is by far the most important in Germany and one of the three largest in Europe. Seven publicly-listed biotechs are headquartered in Bavaria, such as Amgen, Astellas, Biogen-Idec, Baxter, Bristol-Myers Squibb, GlaxoSmithKline, Novartis, Roche Diagnostics, Daiichi-Sankyo and Sandoz as well as a large number of small biotech companies, contract research organizations and service providers. With numerous highly renowned research organizations and university institutes and hospitals, companies have a wide choice of partners to develop new and innovative products.



We are happy to schedule a one-on-one appointment to discuss details. Please contact our office at Tel: 1.415.362.1001, Email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org) or stop by at our booth.

**Bavarian U.S. Offices for Economic Development, LLC**

**West Coast Division**

388 Market Street, Suite 1050, San Francisco, CA 94111, USA

Tel: +1 (415) 362-1001, Fax: +1 (415) 362-1030

Email: [team1@bavaria.org](mailto:team1@bavaria.org)

Websites: [www.bavaria-westcoast.com](http://www.bavaria-westcoast.com) / [www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)



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Up-to-date information

**KEY-TECHNOLOGIES-IN-BAVARIA.COM**



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in Bavaria

Bavarian Ministry of Economic Affairs,  
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KEY TECHNOLOGIES IN BAVARIA 2011

This CD contains a company database with detailed information about the following key technologies:

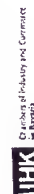
- Aerospace Industries & Satellite Navigation
- Automotive Industry
- Biotechnology
- Call and Communication Centers
- Chemical Industry
- Construction Industry
- Electrical Engineering & Electronics
- Energy Technology
- Environmental Technology
- Financial Services
- Food Industry
- Forestry and timber industry
- Information Technology
- Logistics
- Mechanical Engineering Industry
- Mechatronics
- Media
- Medical Technology
- Nanotechnology
- New Materials
- Photonics
- Railway Technology



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Fax: +49 89 2162-2803  
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www.bayern-international.de



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Fax: +49 89 5116-250  
kommunen@ihk.de  
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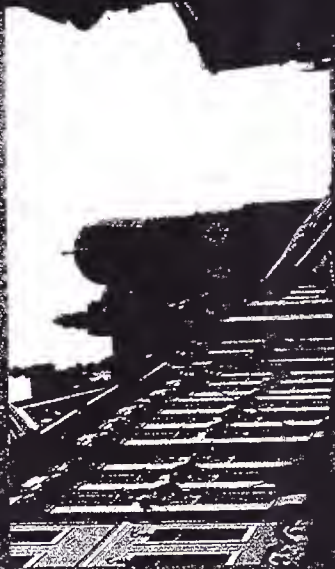
o Bavaria. Germany's Capital  
n and Media Industry.



The creative potential of the resident filmmakers, directors, producers and actors as well as the excellent infrastructure with worldwide leaders in technology such as the technical-Oscar winning renowned company **ARRI**, VFX-specialist **Scanline**, the **Bavaria Film Studios** and a great variety of various locations guarantee successful filmmaking in the most beautiful region of Germany.

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Oliver

**Contact Information FFF Bayern**



1. *Chlorophyll a* and *Chlorophyll b* were extracted from the leaves of *Chlorella vulgaris* and *Chlorella pyrenoidosa* using a mixture of 80% methanol and 20% water. The extracts were then separated by thin layer chromatography (TLC) using a solvent system of 10% methanol in chloroform. The spots were visualized by spraying with a solution of 10% sulfuric acid in methanol and heating at 100°C for 10 minutes. The spots were then quantified using a spectrophotometer.

*Journal of Management Education* 30(6)

# FilmFernsehFonds Bayern -

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**Bayern ~~##~~ Innovativ**



**FORUM  
LIFE SCIENCE**

**2011**

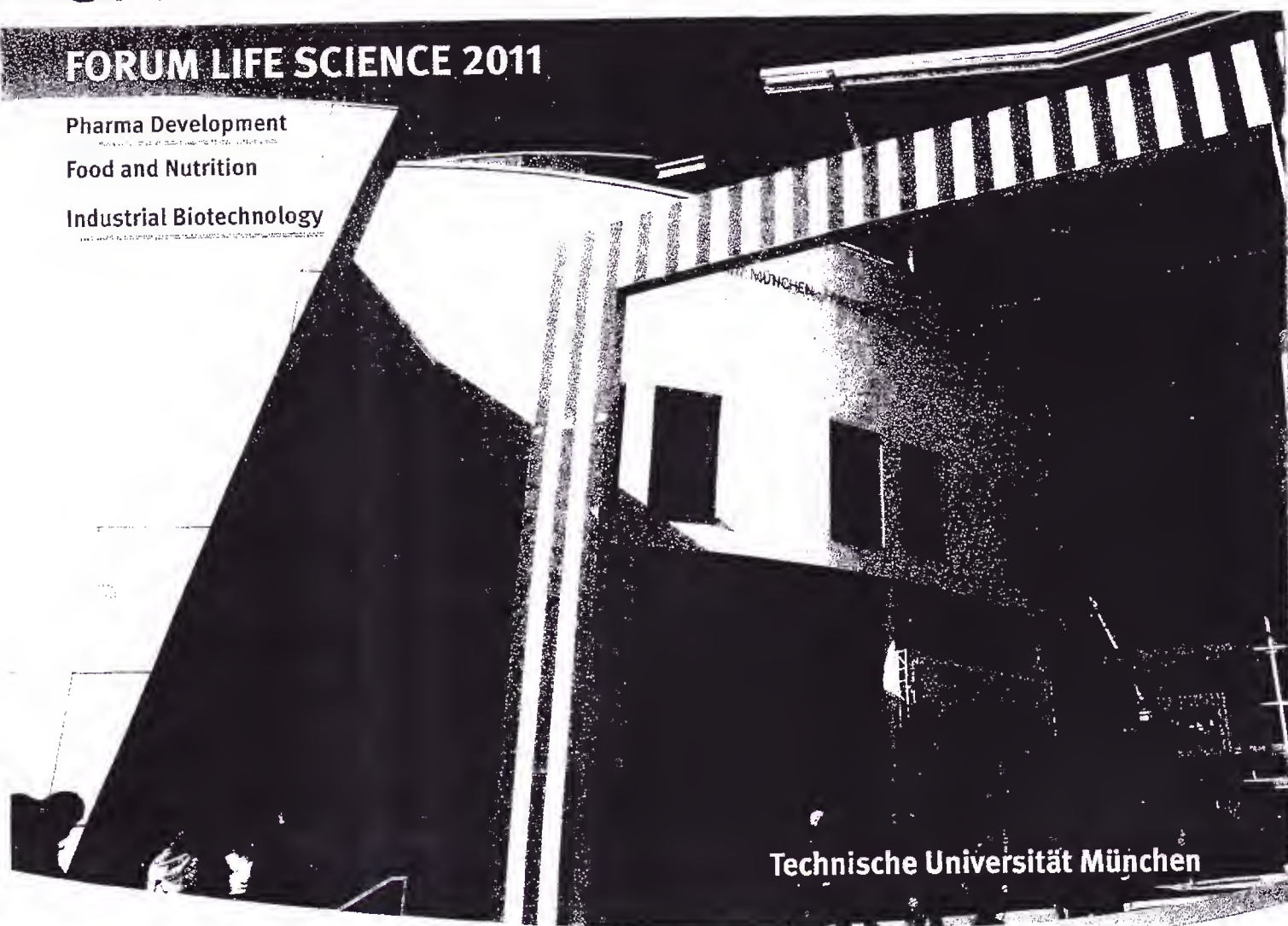
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## FORUM LIFE SCIENCE 2011

**Pharma Development**

**Food and Nutrition**

**Industrial Biotechnology**



**Technische Universität München**

**Cluster**



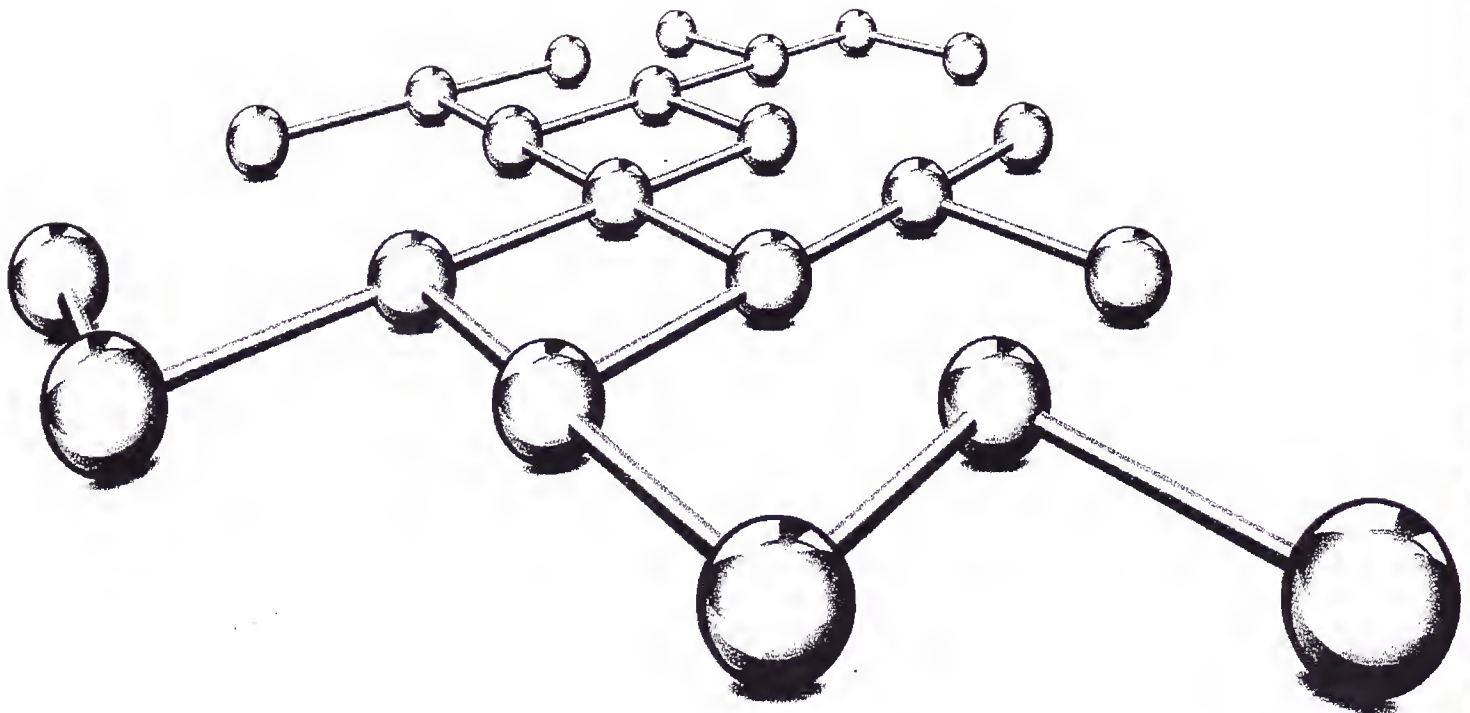


**bayern photonics**

Kompetenznetz Optische Technologien

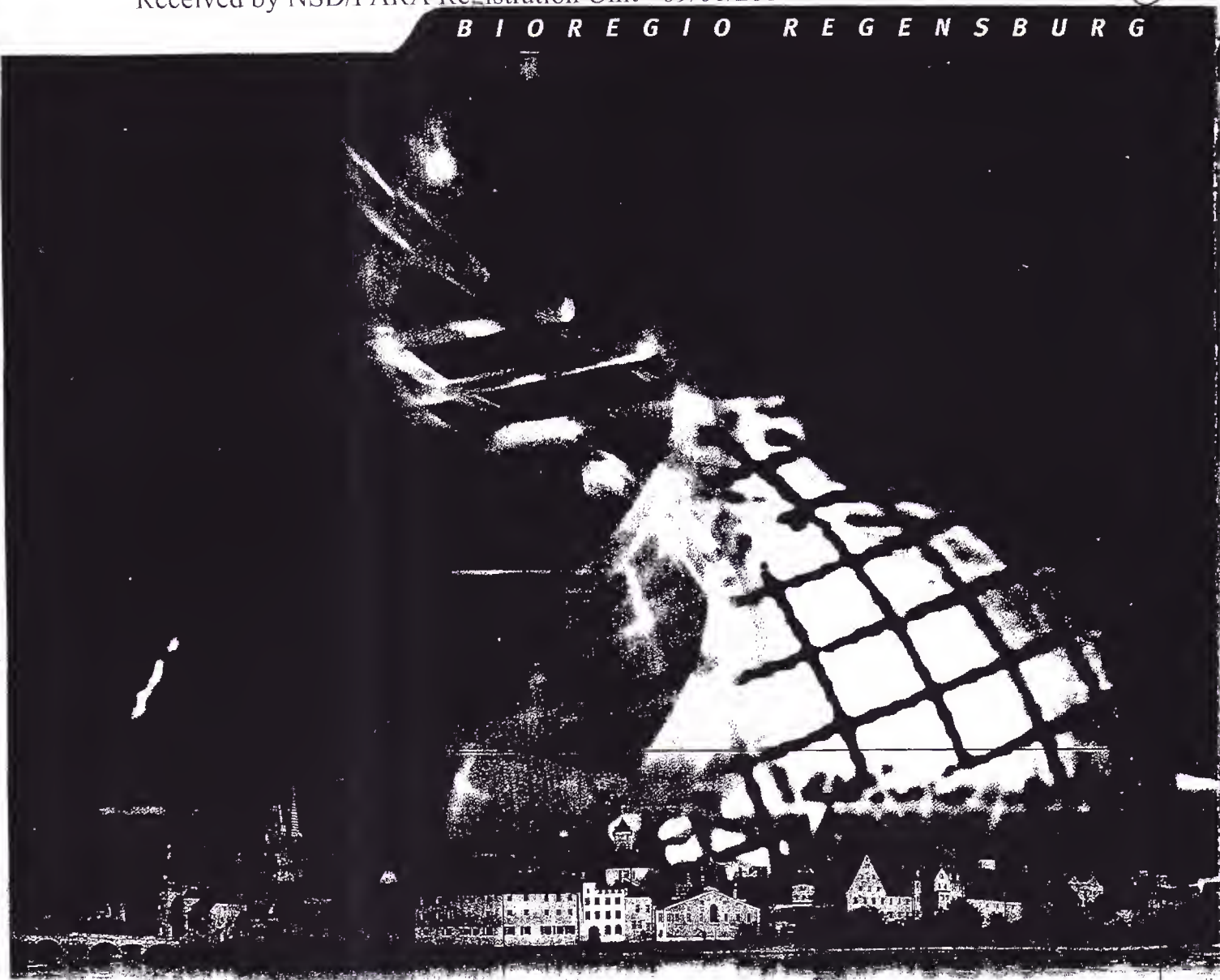
Firmenprofile 2011

Das Kompetenznetz für Optische Technologien in Bayern  
*The Competence Network for Optical Technologies in Bavaria*



7

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6

## Doing Business in Germany. General Overview on Facts and Figures.

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D-50931 Köln

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Telefax +49 (221) 80 05 08-50

Romanstrasse 35

D-80639 München

Phone +49 (89) 13 99 00-0

Fax +49 (89) 13 99 00-40

info@optegrahhkl.de

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9

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